

### Industry Projections for Bay Area Workforce Development Area, 2002-2012

NAICS	Industry Title	2002 Estimated Employment	2012 Projected Employment	2002-2012 Employment Change	2002-2012 Percentage Change
	Total Non-Farm Employment	302,080	338,060	35,980	11.9%
1133, 21, 23	Construction/Mining/Natural Resources	15,820	19,170	3,350	21.2%
31-33	Manufacturing	77,690	78,180	490	0.6%
322	Paper Mfg	9,900	8,520	- 1,380	-13.9%
326	Plastics and Rubber Products Mfg	5,450	6,640	1,190	21.8%
336	Transportation Equipment Mfg	5,470	5,860	390	7.1%
42, 44	Trade	42,270	46,840	4,570	10.8%
444	Building Material and Garden Equipment and Supplies Dealers	3,000	3,550	550	18.3%
48, 49, 22	Transportation and Utilities (Including US Postal)	15,760	17,900	2,140	13.6%
52-53	Financial Activities	15,120	16,990	1,870	12.4%
61-62	Education and Health Services (Including State and Local Gov Educ and Hosp)	50,170	62,790	12,620	25.2%
621	Ambulatory Health Care Services	9,890	13,860	3,970	40.1%
622	Hospitals (Including State and Local Government)	11,150	13,590	2,440	21.9%
71-72	Leisure and Hospitality	27,360	30,950	3,590	13.1%
51, 54-56, 81	Information/Prof Services/Other Services	38,510	45,150	6,640	17.2%
	Government (Excluding US Postal, State and Local Educ and Hosp)	19,390	20,100	710	3.7%

**Notes:**

1. Employment is rounded to the nearest ten. Numbers may not add due to rounding.
2. Employment does not include self-employed, unpaid family, or railroad workers.
3. An estimate of non-covered employment is included in NAICS 8131(Religious Organizations), but not in any other industries.
4. Government includes tribal owned operations, which are part of Local Government employment.

Information derived using 2002 CES (3/03 Benchmark) and 2002 QCEW data.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy between 2002 and 2012. It is important to note that unanticipated events may affect the accuracy of the projections.

**Source: Office of Economic Advisors, Wisconsin Department of Workforce Development  
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